

Message Text

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PAGE 01 RABAT 01564 151709Z
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AMCONSUL CASABLANCA

UNCLAS RABAT 1564

E.O. 11652: N/Q
TAGS: BEXP, MO
SUBJECT: MARCH 1978 MINING EQUIPMENT SEMINAR MISSION/FINAL
REPORT RABAT

1. SUMMARY: ENCOURAGING CONTACTS MADE BY MISSION GROUP IN MOROCCO WITH GOVERNMENT MINING SECTOR OFFICIALS AND ENGINEERS ATTENDING SEMINAR SESSIONS MARCH 7 AND 8. TOTAL OF 115 ATTENDED SESSIONS. PROJECTED 12 MONTHS SALES RESULTING FROM MISSION VISIT TOTALS 8,000,000 DOLLARS.

2. NARRATIVE: (A) OVER 200 INVITATIONS FOR SEMINAR SESSIONS WERE SENT TO OFFICIALS IN PRIVATE SECTOR AND GOVERNMENT MINING OFFICIALS INCLUDING MINISTRY OF ENERGY AND MINES, OCP AND BRPM. HIGH INTEREST IN PRESENTATIONS EVIDENCED BY GOOD ATTENDANCE AND ACTIVE QUESTIONING. OPENING SESSION REMARKS WERE MADE BY AMBASSADOR AND MINISTER OF ENERGY AND MINES. (B) WELL ATTENDED MISSION RECEPTION WAS GIVEN MARCH 7 EVENING BY MINISTRY OF ENERGY AND MINES. (C) MISSION GROUP APPRECIATED MARCH 8 DINNER HOSTED BY DCM AT WHICH PERSONAL CONTACTS WERE MADE WITH SOME HIGH LEVEL MOROCCAN MINING PEOPLE. (D) OFFICE CHERIFIEN DES PHOSPHATES (OCP) HOSTED MISSION GROUP ALL DAY MARCH 9 KHOURIBGA MINE SITE. VISITS TO OPEN PIT MINE, UNDERGROUND MINE AND WASHING PLANT SITES PROVIDED GOOD OVERALL VIEW OF MOROCCAN PHOSPHATE MINING OPERATIONS. OCP TREATED MISSION GROUP WITH UNCLASSIFIED

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EXCELLENT LUNCH IN KHOURIBGA. ONE MISSION MEMBER COMMENTED QUOTE UNDOUBTEDLY, MOROCCO IS BIGGEST MARKET IN NORTH AFRICA FOR AMERICAN MINING EQUIPMENT SUPPLIERS. UNQUOTE. AS A RESULT OF EXPOSURE THROUGH THIS MISSION, ONE FIRM RECOMMENDED QUOTE MINING OF PHOSPHATES AND MINERALS IS SO VITAL TO MOROCCAN ECONOMY THAT OUR MISSION COULD HAVE EASILY SPENT ANOTHER WORTHWILE WEEK IN THE COUNTRY UNQUOTE.

3. STATISTICS:

(A) PARTICIPATING FIRMS 7.

(B) SALES DURING EVENT 0.

(C) PROJECTED 12 MONTH SALES 8,000,000.

(D) SALES LEADS 4.

(E) REP LEADS 2.

4. SEMINAR COORDINATOR COMMENTS: SEMINAR SITE FACILITIES AT RABAT HILTON WERE EXCELLENT. TRANSLATION AND AUDIO VISUAL EQUIPMENT WORKED WELL. HOWEVER MISSION GROUP WAS NOT SATISFIED WITH HILTON'S POOR COMMUNICATIONS SERVICES AND REMOTE LOCATION FROM CENTER OF TOWN. COORDINATOR AND MISSION GROUP APPRECIATED COURTESIES AND ADMINISTRATIVE SUPPORT BY COMMERCIAL SECTIONS IN RABAT AND CASABLANCA.MOFFAT

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